

“You Want Novant

Novant Health



” Novant Health

You Want Novant

Novant Health operates across four states with 19 medical centers, over 8,600 physicians, and 41,000 employees. While known for compassionate care, they faced a widening “expertise gap” in perception versus competitors, causing patients to seek advanced care elsewhere. Novant Health needed to overcome the perception that competitors offer superior expertise in specialty care.

We uncovered a consumer insight that showed people don’t want to compromise between superior expertise and compassionate care but feel forced to choose. While they’re unsatisfied with the healthcare status quo, they’ve accepted it. But deep down they know they can demand both excellent care and compassion.

The strategy based on this insight was to show that Novant Health has the expertise, experience, and compassion to deliver the best possible care in every situation, without compromise, through the following connection point: *“Don’t compromise. Choose the best care for you.”*

Our target audience was commercially insured people aged 45-64, with messaging focusing on both clinical excellence and human empathy. This audience is realizing ailments that may require a procedure or surgery.

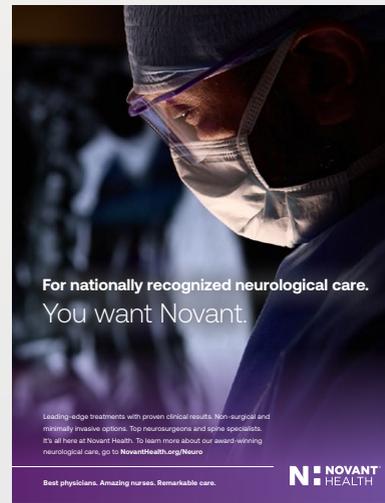
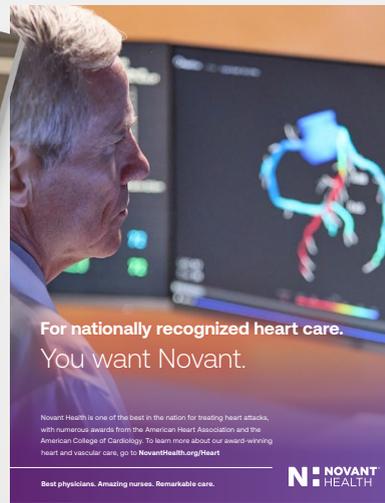
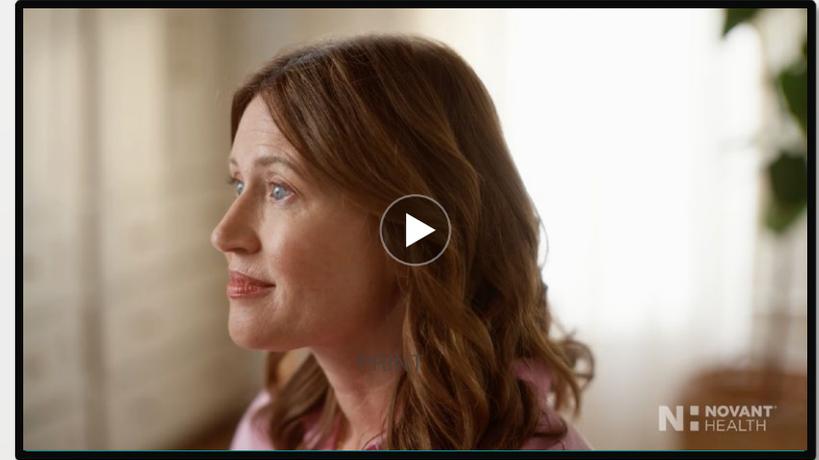
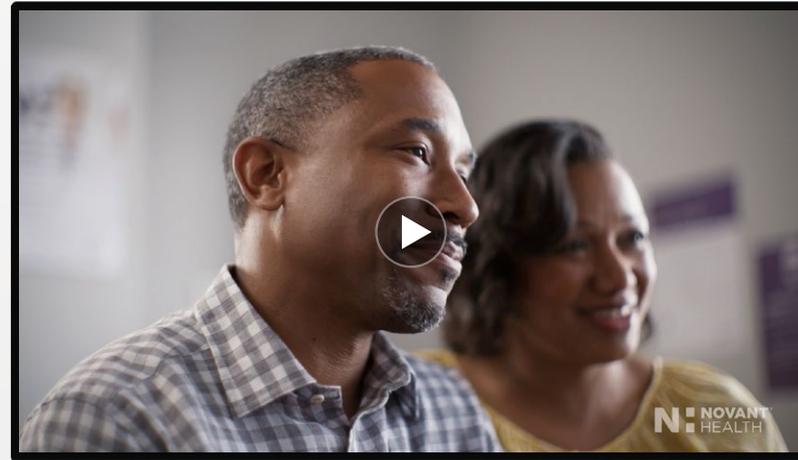
The You Want Novant campaign kicked off in 2024 across three primary service lines and made significant strides in closing the expertise gap. In 2025, our goal was to continue that success by expanding the campaign into additional service lines – Orthopedics and Surgery.

The You Want Novant campaign relies on the Eaton–Rosen phenomenon—a cognitive bias where statements are perceived as more accurate or truthful when they rhyme. This mnemonic was combined with emotional first-person patient narratives expressing authentic desires and fears, positioning Novant Health as the confident solution offering both expertise and empathy.

The integrated campaign included broadcast TV, connected TV/OTT, streaming audio, digital display, native and video, social media, out-of-home, and print advertising across their service areas.

Phase 1

TV, AUDIO & SOCIAL VIDEO
CLICK THE SCREEN TO VIEW



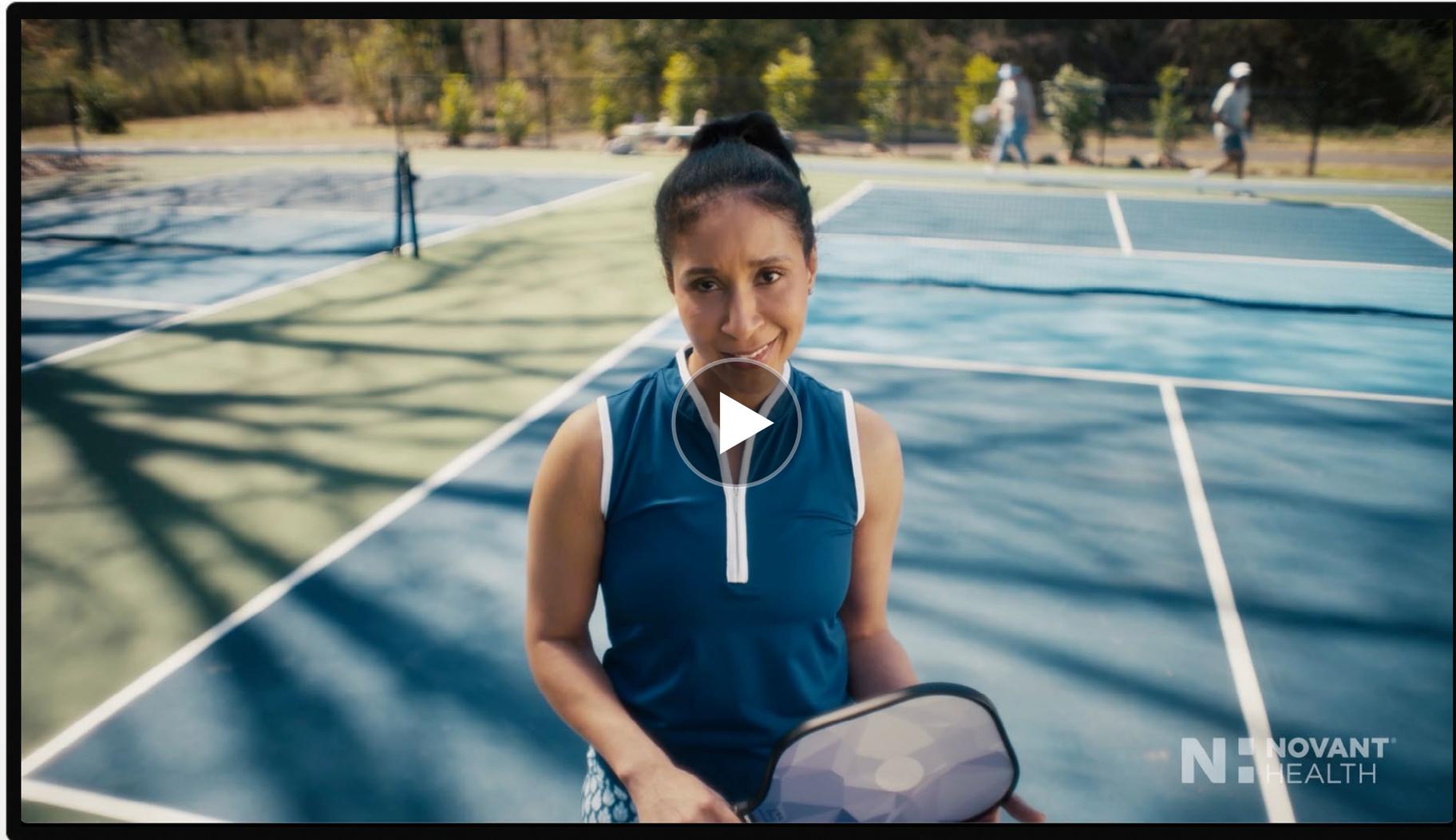
CAMPAIGN DROVE
317M
IMPRESSIONS
IN 1ST 2.5 MONTHS

DIGITAL DROVE NEARLY
1.4M+
SITE VISITS

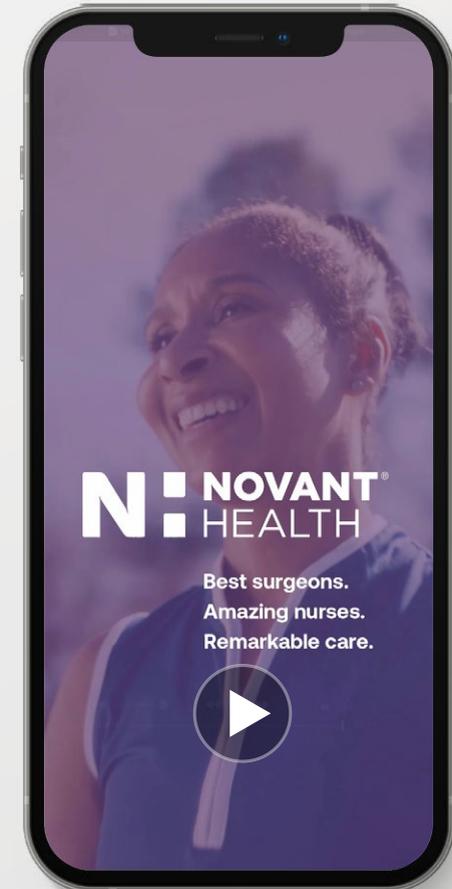
TRANSIT WRAP



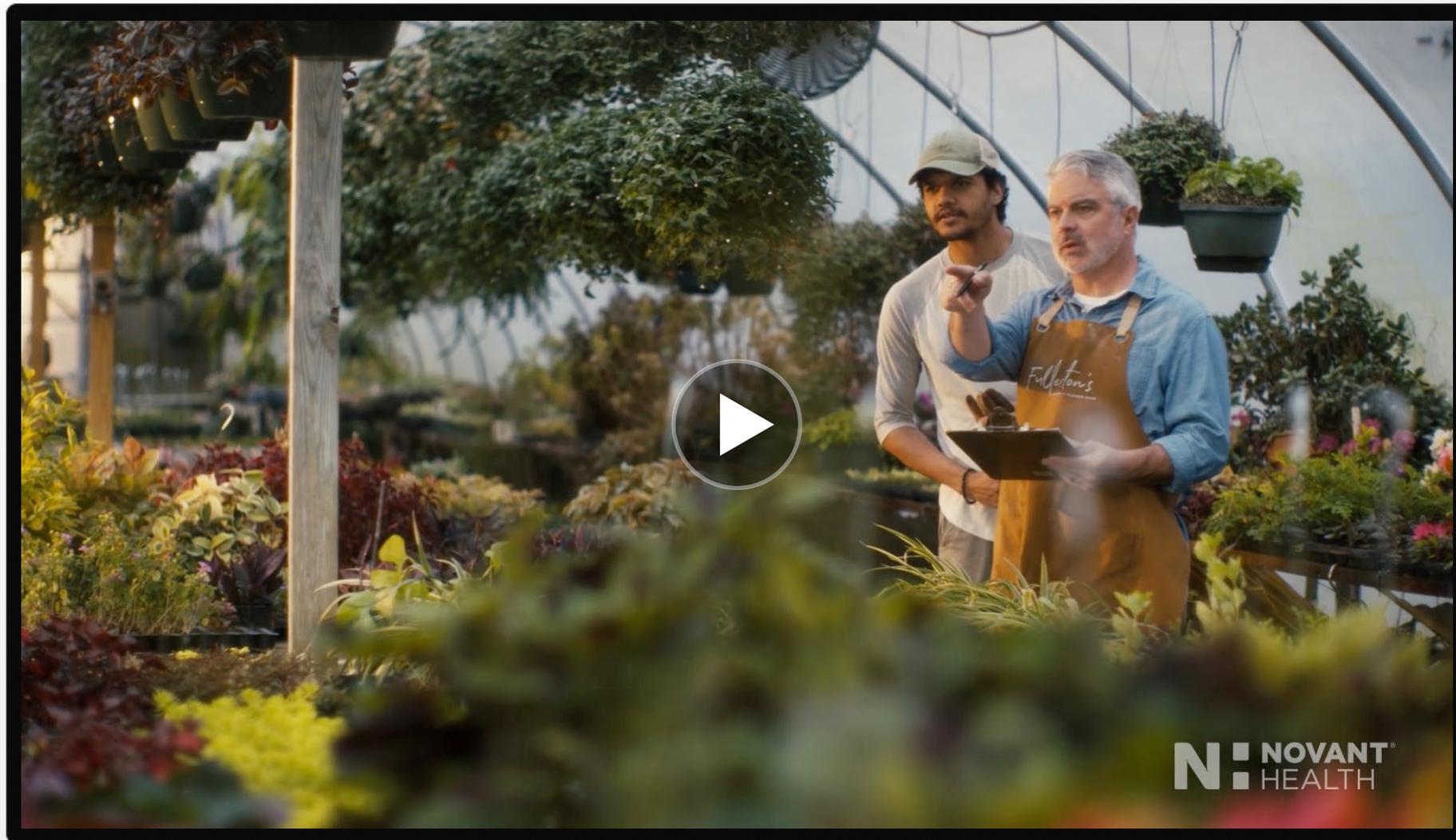
Phase 2



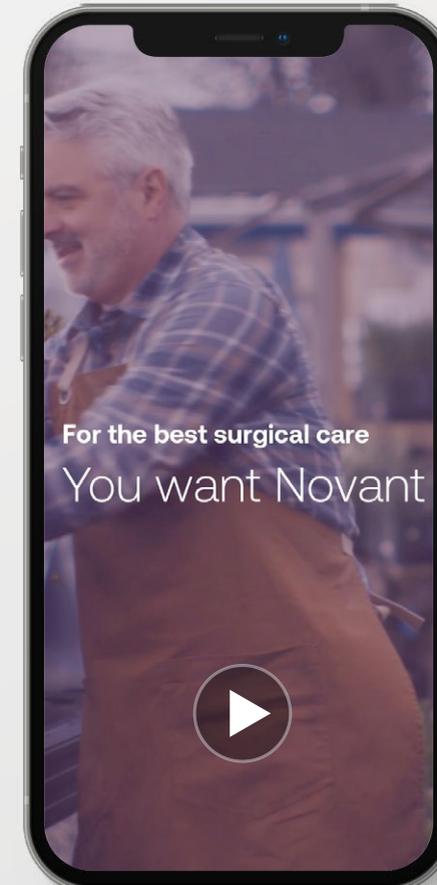
:30 TV
[CLICK THE SCREEN TO VIEW](#)



:15 SOCIAL VIDEO
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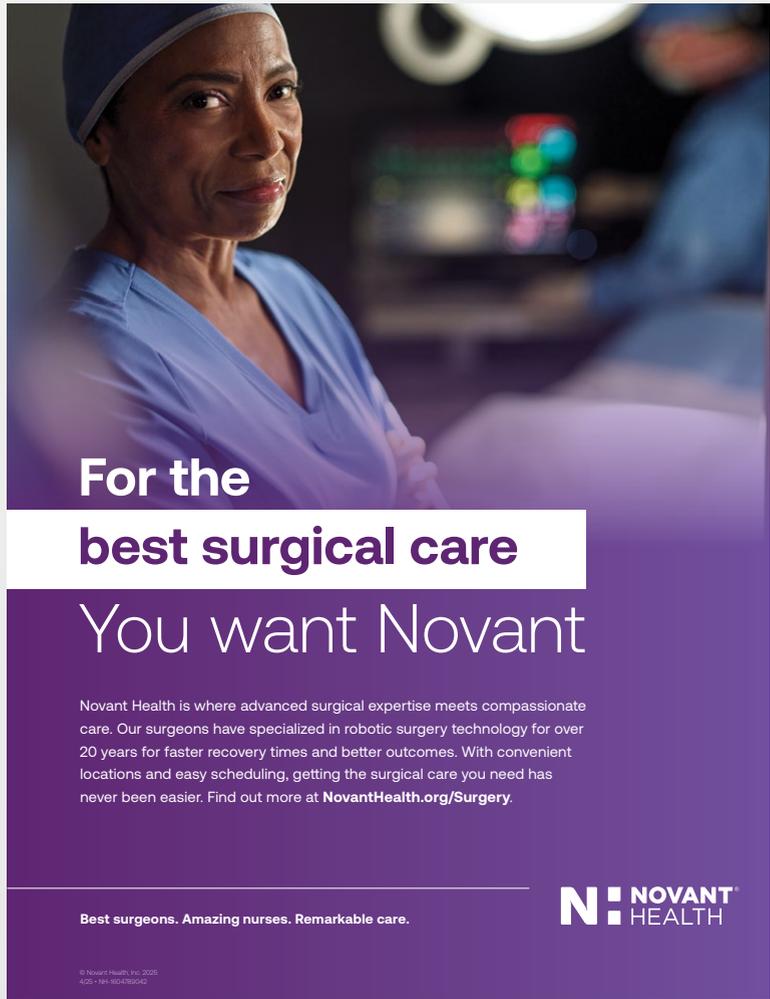
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SURGERY



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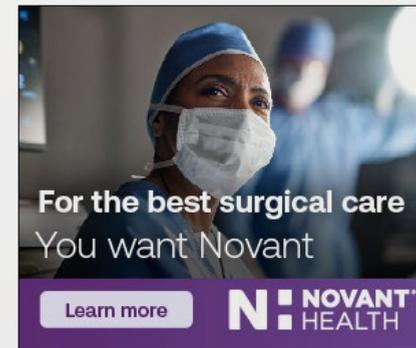
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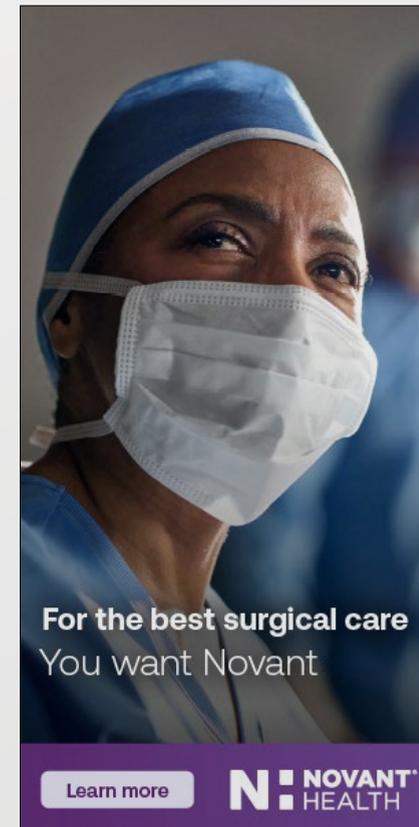
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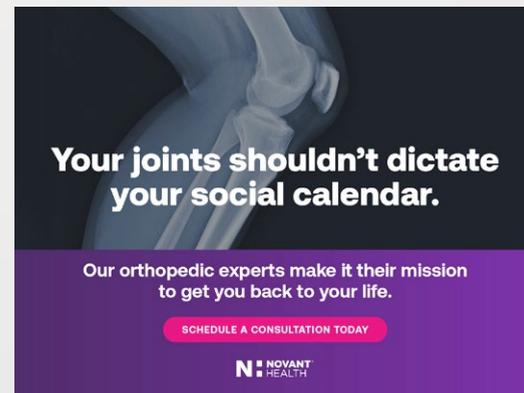
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Your joints shouldn't dictate
your social calendar.

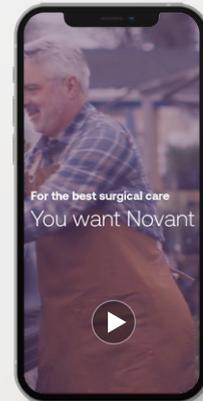
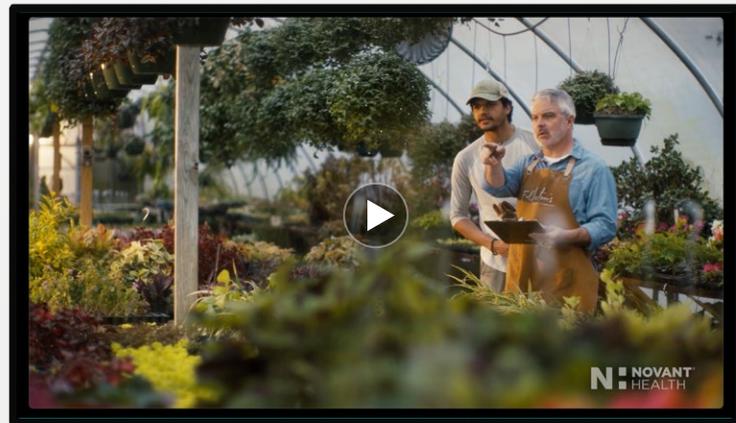
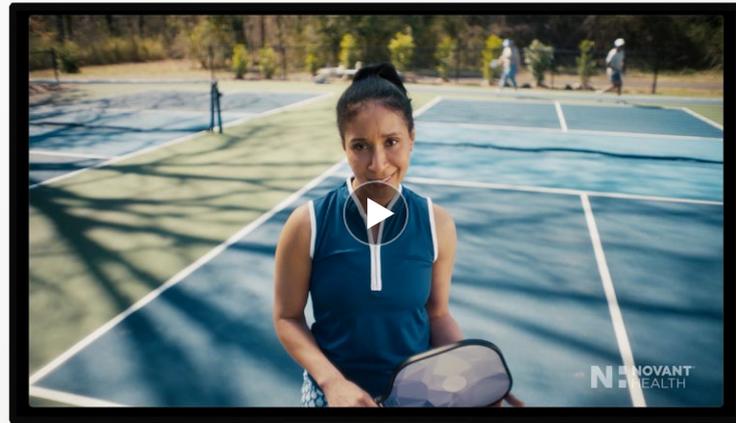
Our orthopedic experts make it their mission
to get you back to your life.

SCHEDULE A CONSULTATION TODAY

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REDDIT

TV, AUDIO & SOCIAL VIDEO
CLICK THE SCREEN TO VIEW



PERCEPTIONS OF EXPERTISE ROSE 6PTS FROM SAME TIME LAST YEAR
3X
THE CAMPAIGN GOAL

CAMPAIGN DROVE
1.28B
IMPRESSIONS

4.5M
WEBSITE VISITS

PRINT & DIGITAL

